



INTISARI

EFEKTIVITAS KOMUNIKASI MENGGUNAKAN PABX VIRTUAL DI UNIVERSITAS NEGERI SEMARANG

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PABX (*Private Automatic Branch eXchange*) Virtual merupakan pengembangan dari PABX konvensional agar mampu digunakan secara *mobile*. Penelitian ini bertujuan untuk melakukan identifikasi faktor-faktor yang mempengaruhi penggunaan PABX Virtual di Universitas Negeri Semarang (UNNES), serta untuk menganalisis pengaruh penggunaan PABX Virtual terhadap efektivitas komunikasi dalam organisasi. Metode penelitian menggunakan pendekatan model *Unified Theory of Acceptance and Use of Technology* (UTAUT). Data dianalisis dengan SEM-PLS menggunakan *software* SmartPLS. Hasil penelitian menemukan bahwa perilaku penggunaan PABX Virtual dipengaruhi sebesar 26,0 % oleh harapan kinerja, niat berperilaku, dan kondisi memfasilitasi. Temuan lainnya yaitu 27,7 % variansi dari efektivitas komunikasi dalam organisasi secara khusus disebabkan oleh perilaku penggunaan, niat berperilaku, dan kondisi memfasilitasi.

Kata kunci: PABX Virtual; UTAUT; SEM-PLS



ABSTRACT

EFFECTIVENESS OF COMMUNICATION USING VIRTUAL PABX AT UNIVERSITAS NEGERI SEMARANG

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Virtual PABX (Private Automatic Branch eXchange) is a development of conventional PABX so that it can be used to mobile version. This study aims to identify factors that influence the use of Virtual PABX at Universitas Negeri Semarang (UNNES), and to analyze the effect of using Virtual PABX on the effectiveness of communication in organizations. The research method used the Unified Theory of Acceptance and Use of Technology (UTAUT) model approach. The data were analyzed by SEM-PLS used SmartPLS software. The results of the research found that Virtual PABX use behavior was influenced as high as 26.0% by performance expectancy, behavioral intention, and facilitating conditions. Another finding was 27.7% variance of the effectiveness of communication in organizations is specifically caused by use behavior, behavioral intention, and facilitating conditions.

Keywords: Virtual PABX; UTAUT; SEM-PLS